

# Case Study

Robot Technologies Australia (RTA)

Economic uncertainty during the global financial crisis



## Background

Robot Technologies Systems Australia Pty Ltd (RTA) is an Australian company specialising in robotic automation. It has over 25 years experience in industrial robotics, manufacturing, process and factory automation, and is a successful multi-million dollar business.

RTA serves companies across diverse sectors, from automotive, food and beverage, mining, commodity handling, to defence, pharmaceutical, general manufacturing, brewing and more. The company is an Australian agent for Kawasaki robots, and other leading brands including Staubli, Kyokutoh, Nitta, Pro-face & BOC.

[www.robots.com.au](http://www.robots.com.au)

## The Challenge

With international trading partners and agency arrangements, the company operates on a global platform, making it potentially susceptible to economic shocks emanating worldwide. The global financial crisis of 2008 provided challenges for many businesses. RTA faced these challenges head-on. The company sought Koustas & Co's advice to safeguard the business' operations and to provide strategic management advice to achieve stability in turbulent times.

## The Solution

We reviewed the effectiveness of RTA's structure and implemented a strategy that provided economic stability. This not only helped to address challenges during this time, but also any future economic downturns. Plus, we provided advice on a corporate restructure to ensure the company was strategically positioned for future growth once economic conditions improved.



## The Process

Our main focus was to lessen the impact of economic downturns on the business. To do this, we explored both strategic measures and operational activities that would insulate the company as much as possible from economic dangers.

Following a thorough review, we discovered a more rigorous policy on cash flow and budget management was needed. Working extensively with the board and management team, we developed and monitored required protocols, and steered the company's financial affairs, focusing on control, treasury and forecasting.

Over three years, our involvement not only provided the expert financial support they needed, but also enabled them to focus on their core competencies, and meet ongoing operational requirements.

The structural review also revealed that underlying family ownership issues influenced business performance. So we met with various family members to discuss their goals and design a strategy that aligned with their desired direction for the business. We appointed a business coach to facilitate resolutions, and effective communication with all stakeholders was maintained.

Other important topics that we addressed included international distributor relationships, monthly reporting packages, R & D tax concessions, and risk management.

## The Results

We provided RTA with the tools and knowledge to help maintain ongoing business resilience during challenging times. Using these researched and targeted strategies, RTA successfully traded through the global financial crisis and is moving forward to further consolidate its position and capitalise on future opportunities.

# The Testimonial

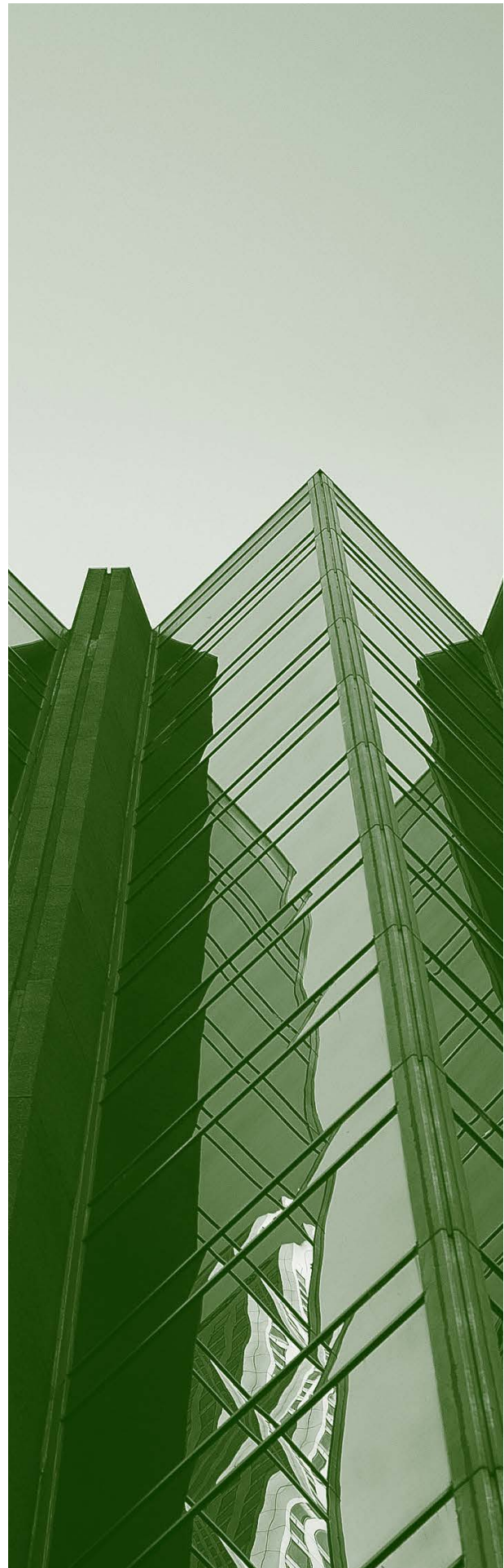
Doug Smith  
Managing Director of Robot  
Technologies Australia (RTA)  
[robots.com.au](http://robots.com.au)

I have been a client of Koustas & Co since their commencement at which time Herc recognised the need to establish a business that was properly geared towards supporting the small to medium sized industry sectors.

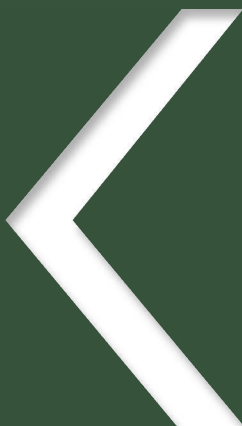
During this time my company and of course my family have experienced dramatic economic highs and lows and have subsequently relied on Herc and his team not only for accounting and taxation related advice but more so for business consulting, development and strategic matters. The team at Koustas & Co exhibit a very broad knowledge base from which I am confident that I will benefit from the right advice in any given situation.

In addition to the direct support received I find the provision of newsletters and information sheets to be very useful and informative and generally relevant to the specific needs of our business.

As a business owner with a trade background who is actively involved in the daily management of the business it is very difficult to remain up to date in all matters of legislation, taxation and finance and so I must rely upon those around me to ensure my business remains on track and compliant. Koustas & Co form a key part of this support structure keeping me well informed and enabling me to concentrate on my customers.



To learn more about how we can provide you with expert financial support, contact Matthew, our Business + Practice Development Manager.



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